RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
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March 20, 1998

RJR Account #570300
Mr. T. Hyrb
SCHEIDELMAN, INC.

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Tom:

SALEM .30¢ Tear Tape product has been ordered, as well as 14 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (2 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162206
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/gsxn0000

SCHEIDELMAN, INC.

APRIL DELIVERY DATES
SALEM TEAR TAPE

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

PO #040798

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24196	*Light*	1
12300-24195	*Full Flavor 100*	1
12300-24197	*Light 100*	1

Product / Premium Arrival: **April 7, 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT $ Amount: **$1,182.92**

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Source: https://www.industrydocuments.ucsf.edu/docs/gsxn0000

WHOLESALER : 570300 SCHEIDELMAN, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162238	172450	VELLAS HOMETOWN MKT	45 REDFIELD ST	CONSTANTIA	NY	13044	2	1	1	1	5		
162202	162238	172451	NU MART, INC.	2328 STATE ROUTE	WEST MONROE	NY	13167	2			1	3		
162202	162236	304743	NICHOLS NEWS & VAR	80 MAIN ST	CAMDEN	NY	13316	1	1	1	1	4		
162202	162238	696617	C&J'S GROCERY	370 COUNTY ROUTE	PENNELLVILL	NY	13132	1		1	2	4		0205
162202	162232	753483	LOFFT'S MARKET	2651 ERIE DR	WEEDSPORT	NY	13166			1	1	2		650
162206	162235	172352	WILLIAMSON FOODLAND	102 E SCHUYLER ST	BOONVILLE	NY	13309		2	1	1	4		
162206	162236	173070	SAL'S GROCERY	115 N MAIN ST	CANASTOTA	NY	13032			1	1	2		3038
162206	162235	419907	NICE N EASY #2501	12200 STATE ROUTE	POLAND	NY	13431	2	2	2	2	8		
162206	162235	539527	BAILEY'S STOP & SHO	12034 STATE ROUTE	REMSEN	NY	13438	1	1	1	1	4		
162206	162235	596637	HILLTOP MARKET	ROUTE 26 - BOX 30	WEST LEYDEN	NY	13489				1	1		3026
162206	162235	664270	GREENE'S MOBIL III	384 N GENESEE ST	UTICA	NY	13502	2		2	1	5	2845-0000	3050
162206	162234	745944	SMOKEY'S	266 N MAIN ST	HERKIMER	NY	13350			1	2	3		3035
162206	162236	753482	SILVER CITY MARKET	329 E SENECA ST	SHERRILL	NY	13461			1		1		
162206	162234	787328	FREDS FAMILY FOODLA	3478 ONEIDA ST	CHADWICKS	NY	13319	1		1		2		

PAGE BREAK TOTAL ACCOUNTS	14	TOTAL QUANTITY	12	7	14	15	48
TEMPLATE TOTAL ACCOUNTS	14	TOTAL QUANTITY	12	7	14	15	48

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RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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